

REMARKS/ARGUMENTS

In response to the Restriction Requirement mailed on March 16, 2006, (Paper No. 20060313), the applicant elects Group I, claims 1-6 and 29-34, with traverse.

The applicant respectfully submits that the Restriction Requirement is improper for at least two reasons. First, all of the claims are directed to generating information for an online advertisement. Consequently, the claims would be classified in the same class and subclass, not in the separate classes and/or subclasses alleged. As properly classified, examining all of the claims would not present a serious burden.

Second, assuming arguendo, that the groups of claims correspond to sub-combinations of some combination (not described in the Restriction Requirement), these sub-combinations have not been properly shown to be useable together because they overlap -- i.e., coincide partly -- in scope. Specifically, independent claims 1 and 29 of Group I recite, in part:

(means for) determining at least one of
(A) landing page information and (B) ad
creative information....

Independent claims 7 and 35 of Group II recite, in part:

(means for) determining at least one of
(A) landing page information, (B)
serving constraint information, and (C)
ad creative information... .

Independent claims 15 and 43 of Group III recite, in part:

(means for) determining at least one of
(A) landing page information, (B)
serving constraint information, and (C)
ad creative information... .

Independent claims 21 and 49 of Group IV recite, in part:

means for determining at least one of
(A) landing page information, and (B)
ad creative information using the
accepted information....

Finally, independent claims 24 and 52 of Group V recite,
in part:

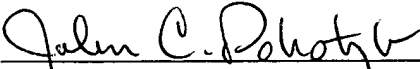
(means for) determining at least one of
(A) landing page information, (B)
serving constraint information, and (C)
ad creative information... .

As illustrated by the foregoing, the claims of the
different purported sub-combinations overlap in scope.

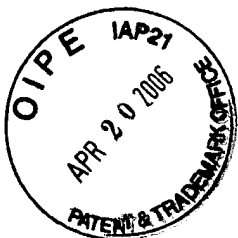
In view of the foregoing reasons, the application
respectfully submits that the Restriction Requirement is
improper and that all of the originally filed claims
should be examined.

Respectfully submitted,

April 17, 2006



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I hereby certify that this correspondence is being deposited on April 17, 2006 with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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